

New Workforce in a Rural Culture: Harmony or Conflict?

**A Journey Into Ruraltown, Anystate,
USA**

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Rural Attitudes

- What are they?
- How does culture influence them?
- How do they clash with anyone trying anything new?
- What can be done to make it easier?

Why Rural Matters



- 357 incorporated communities
- 96% have population of 3,000 or



How Do We Deal with Rural Attitudes?

- Meet cultural needs
- Find methods of acceptance



Rural Plains, Anystate, USA



From farms

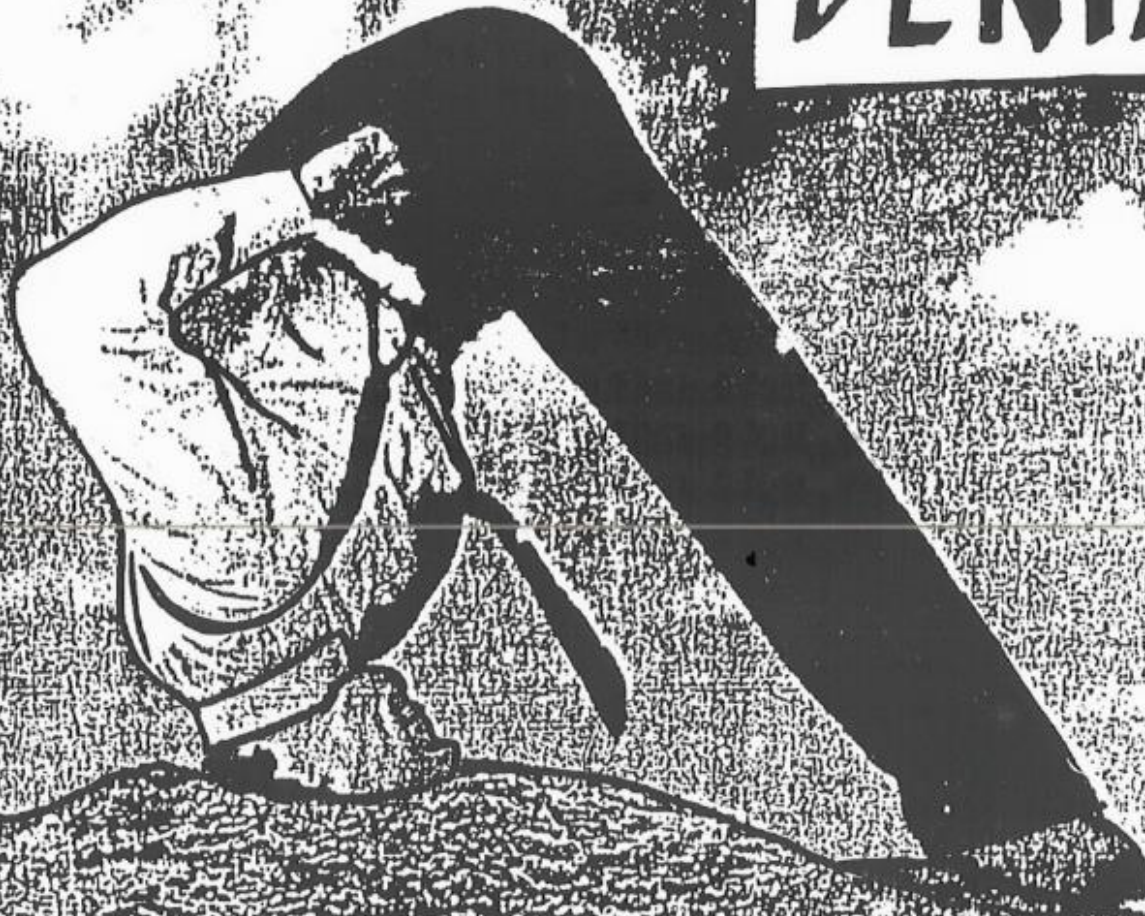


...to small towns

We believe we are...

- **Industrious**
- **Family-oriented**
- **Caring**
- **Community-involved**
- **Cooperative**
- **Accommodating**
- **Independent**
- **Patriotic**
- **Friendly**
- **Honest**
- **Traditional**
- **Religious**
- **Practical**
- **Intelligent**
- **Wholesome**
- **Tolerant**

DENIAL



Rural is Relative



Washburn, ND

The Grandest Little City on the Missouri



Rismarck



Minneapolis


City of Lakes



Urban Ties to Rural Areas

- 60% once lived in a rural area.
- 2/3 have families living in the country.





[Small-Town Values? Miami Family Shunned After Moving to North Dakota](#)

By Kyle Munzenrieder, Tuesday, Feb. 16 2010 @ 9:30AM

[Living In A Small Town? Not As Good As You'd Think](#)

By [Alex](#) in [Politics](#), [Travel & Places](#) on Feb 16, 2010 at 2:02 pm

[What can we learn from Hazelton, ND?](#)

February 17th, 2010 by [Mike Knutson](#)

“Did you hear the story on the radio about Hazelton, ND?”



Young Professional Traits

Diverse

Involved

Achievement oriented

Eager & responsive

Prefer to learn with teamwork & technology

Egalitarian

Impatient

Stressed

Multi-taskers

Socially conscious

Social Systems

A long, straight asphalt road stretches from the foreground into the distance, vanishing at the horizon. The road is flanked by green fields and grass. The sky is filled with soft, white clouds, and the overall lighting suggests a bright, slightly overcast day. The road has a white line on the right side, and the horizon is flat and distant.

Rural Value
Informal

Conflict
Structured

Thinking & Values

Rural Values

Concrete
Traditionalists
Change is
Abnormal

Conflict

Abstract
Rationalists
Change is
Normal

Communication

Rural Value

Social-Oriented

Conflict

Goal-Oriented

Relationships

Rural Values

Kinship & Friendship
Permanent

Conflict

Roles
Transient

Roles

Rural Values

Ancestral

Diverse & Multiple

Conflict

Achieved

Well-defined

**CAN A RURAL CULTURE
SUCCESSFULLY ACCEPT A NEW
WORKFORCE?**



Top 10 Survival Methods for Employers & New Workers



10. Work with credible people

9. Change is slow

8. Find opinion leaders

7. Appeal to the community's cares

6. Use interpersonal communication

- 5. Use concrete methods**
- 4. Recognize & avoid conflicts**
- 3. Copying may not be the best option**
- 2. Learn to live with inconsistencies**
- 1. Develop satisfaction**



Stages of Community Acceptance



- 1. Knowledge**
- 2. Persuasion**
- 3. Decision**
- 4. Implementation**
- 5. Confirmation**

Building a deep conversation about the future of rural

REIMAGINE RURAL

North Dakota Stereotypes That Are Completely Accurate.*

North Dakotans are die hard Vikings OR Packers fans – never both.



*From <http://www.movoto.com/blog/opinions/north-dakota-stereotypes/> 24

**North Dakotans are into some weirdly
awesome sports.**



We are a bunch of Winter Weather Warriors.



We use some kooky phrases.



We never get sick and tired of our neighbors.



We enjoy listening to outsiders order our food.

borscht



knoephla



**If we can achieve it, North Dakotans prefer
the simple life.**





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